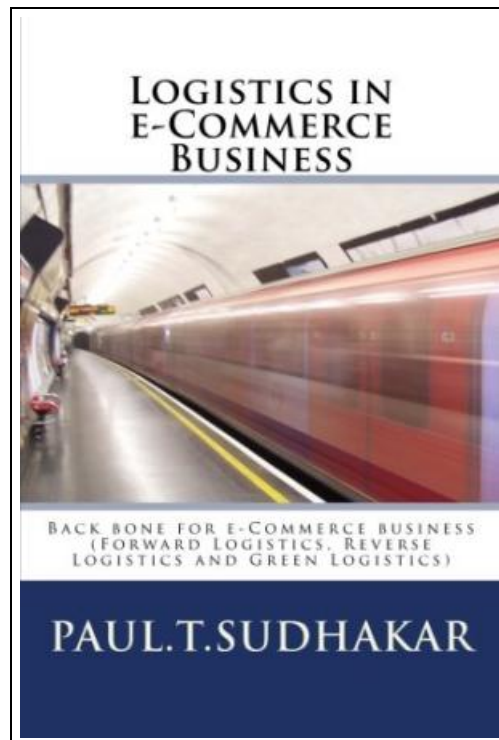


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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.In the recent years there is exponential increase in e-commerce activities and logistics has become the back bone of e-commerce business. It is important for e-commerce business to better understand forward, reverse and green logistics. This book Logistics in e-Commerce Business helps e-commerce businesses (e-tailers) around the world to understand, manage forward logistics, reverse logistics and green logistics operations, which are key to success. As the product return rates of pure e-tailers (Internet Retailers) are higher than brick-n-mortar retailers (Traditional Retailers) the e-commerce companies are facing the challenge of managing the returns as it is affecting every channel member of the supply chain causing substantial impact on profits. E-Commerce organizations can no longer overlook reverse logistics but it must become the core activity of the organizations supply chain, in fact many e-commerce organizations are using reverse logistics management capabilities as market differentiators. Smart e-commerce businesses identify the importance of reverse logistics and manage returns effectively. The Reverse Logistics Metrics (RLM) helps to measure the financial impact of returns on the firm and on other members of the supply chain. Logistics companies increasingly understanding the importance of green logistics which enables them in greening of every channel member of the supply chain reducing its impact on People (Society), Planet (Environment), and Profit (Economy).



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